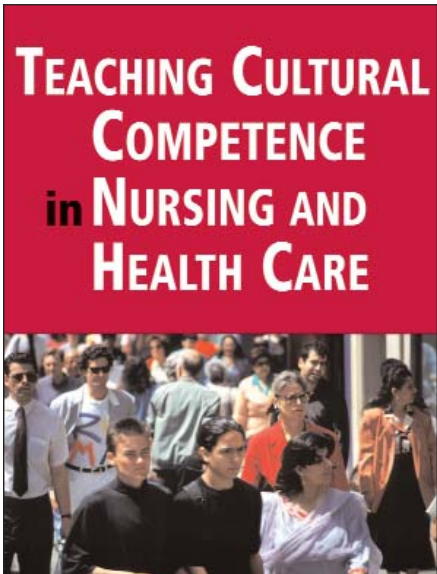


# Cultural Competency



## Teaching Cultural Competence in Nursing and Health Care: Inquiry, Action, and Innovation

By Marianne R. Jeffreys  
Reviewed by Nancy Seebert



A lot has been written over the years about the “shoulds” of cultural competence. In more than 30 years of health-care, I have read numerous books and articles, and written many policies about how to care for people of other cultures, so I was eager to find out how this book is different.

The United States Department of Health and Human Services (HHS) is requiring, by 2010, that healthcare facilities provide “culturally competent care.” In the preface of this book, the author

states that the two goals of the Department of HHS are “to increase quality and years of healthy life for all” and “to eliminate health disparities among different segments of the population.”

The Joint Commission for the Accreditation of Health Care Organizations also is requiring facilities to provide documentation of culturally competent care.

Partnering with the Office of Minority Health, standards are being established. The issues now are how to meet the standards, provide education, and document educational needs to meet the needs of the caregivers and patients. Additionally, as most of us know, the increase in the diversity of the United States population is massive.

In many parts of the country, Hispanics—individuals from Cuba, Mexico, parts of South America, Puerto Rico, Spain, or many other countries—make up the majority of the population. However, all of these Hispanic cultures are quite different from each other.

According to the author, the need for the book is simple: There is a gap in vital resources in the teaching and learning process that is focused on cultural competence.

The book is divided into eight chapters and includes case studies, tables, and assessment tools. Beginning with an overview of the key issues and challenges, the author introduces a model for cultural competence education, calling it the “Cultural Competence and Confidence” or “CCC model.”

Healthcare providers must deal not only with people of different cultures, but also with the impact of various political systems upon those individuals. Being unfamiliar with these differences can hinder a caregiver’s ability to provide culturally competent care. People are moving around at a rapid rate, so the ability to diagnose and treat, as well as prevent, illness is vital.

Each chapter builds upon the previous one. Using the CCC model, the third chapter introduces a questionnaire

## Personal Competency

T+D editors talk about new books to help you develop and hone your thinking skills.

### The Power of Feedback: 35 Principles for Turning Feedback from Others into Personal and Professional Change

By Joseph R. Folkman  
(John Wiley and Sons, May 2006, \$21.95)



For some people, giving and receiving feedback has been more of a negative than a positive experience. Author Joseph R. Folkman recognized this trend and wrote this book to

help people accept, prioritize, plan for, and change as a result of the feedback they receive.

Change is difficult. It takes commitment, effort, and practice. The one key ingredient that is necessary for change, according to Folkman, is passion—we can’t change something that others want us to change when we half-heartedly agree to “work on it.”

Folkman presents 35 principles that help people and organizations turn feedback into real, effective, and long-term change. He provides compelling statistical evidence for what happens when these steps are taken.

According to Jack Zenger, who wrote the forward for this publication, the book has the best of everything—an important topic; a talented, entertaining and high-qualified author; practical content; and a text written in an easily comprehended manner.

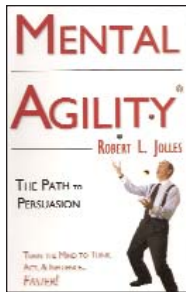
Folkman’s approach to feedback has been refined through repeated use and his experience working with thousands of people.

—Paula Ketter

### Mental Agility: The Path to Persuasion

By Robert L. Jolles

(Capital Books, April 2006, \$21.95)



*Mental Agility* is all about teaching the mind to move quickly. According to the author, applying mental agility techniques to training often helps to enhance the enjoyment and utility of the new skills by helping

the students become faster and quicker.

“When selling, how tempted are we to rattle off a set of statistics or specs on our product rather than find out how our product can benefit our clients? When negotiating, how tempted are we to list our demands, name our price, or list conditions before we find out what the other wants to achieve and how he envisions the solution?” Jolles asks.

The content not only helps people master those challenges quickly, but it also helps them hone their skills during live confrontation.

This book is filled with activities and exercises to help readers learn to think, act, and influence...faster. *Mental Agility* teaches you the art of thinking fast; controlling a conversation, persuading those around us to do what we wish, and conditioning the mind to think faster under pressure.

The chapters in this book help the readers get inside the minds of those they are looking to persuade, master the art of good conversation, and prepare for what to do when processes fail.

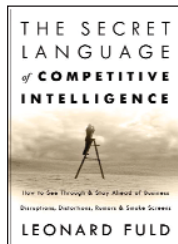
“This is what I know to be true about the act of persuasive processes are useless without the skills and drills necessary to master these processes,” Jolles writes. “Pick through the exercises [in this book], practice hard, and these processes will work for you. Gook luck.”

—Paula Ketter

### The Secret Language of Competitive Intelligence: How to See Through & Stay Ahead of Business Disruptions, Distortions, Rumors, & Smoke Screens

By Leonard M. Fuld

(Crown Business, July 2006, \$24.95)



No doubt you have heard about and perhaps even know your aptitude in terms of emotional intelligence, business intelligence, and social intelligence.

But have you considered investigating your competitive intelligence? If not, this book can get you started.

Dubbed by *Fast Company* magazine as “the undisputed dean” of competitive intelligence, Fuld gives readers a sprawling but comprehensive description of the term and explains how it is a crucial component in business. In the first few lines of the book, he tells readers that competitive intelligence is based on two fundamentals. One is “the ability to find the right competitive information.” The other is “the ability to see past market disruptions and dispassionately interpret events.” To gain those abilities, readers must acknowledge five “new realities” of current business, to which he devotes most of the chapters.

One of the more interesting realities involves creating a new framework in which to view competitors, market, and self. Using the ongoing turf war between web search engines Microsoft Explorer and Google as the example, Fuld dishes how-to information about maintaining a competitive edge.

Although this book is geared for managers, fans of psycho-socio business writers such as Malcolm Gladwell and Stephen Dubner (co-author of the bestselling *Freakonomics*) likely will find it engaging, too. Fuld cites some familiar and offbeat examples of CI at work to brightly illustrate his case.

—Josephine Rossi

that can measure and evaluate the learners’ confidence. The following chapters identify and explain educational activities and strategies to identify opportunities for education. Uses of the tools are explained for both healthcare and academic institutions.

The book is packed with data, some of which is a bit too detailed. Not expecting it to read like a research paper, this book is a bit heavy for me. A large chunk of this book relates to academic settings, and there are a great deal of acronyms and abbreviations, which may slow down a reader.

Although the book is primarily directed toward educators and graduate students, I encourage readers who do not hold those titles to read it. The information presented is extremely valuable—especially the tools and activities for employee orientation programs at healthcare institutions.

*Teaching Cultural Competence* and its resources can provide healthcare institutions with the models and tools they need to begin the necessary steps to cultural competency.

Only because of the large amount of data that is, at times, difficult to understand, I give this book three-and-a-half cups of coffee.

*Teaching Cultural Competence in Nursing and Health Care: Inquiry, Action, and Innovation* by Marianne R. Jeffreys. Springer Publishing: New York. 232 pp. \$45.

**Nancy Seebert** is manager of employee training and development for Providence Healthcare Systems in Portland, Oregon; nancy.seebert@providence.org.